

NEVADA

Nevada Rider Motorcycle Safety

▶ AT-A-GLANCE

▶ **Project Characteristics**
New Rider Safety Training
Target At-Risk Population
High Media Visibility

▶ **Program Areas**
Motorcycle Safety

▶ **Targeted Populations**
Hard to Reach/At-Risk Youth

▶ **Type of Jurisdiction**
New At-Risk and Experienced
Motorcycle Riders
Motor Vehicle Drivers

▶ **Jurisdiction Size**
2,300,000

▶ **Funding**
Section 402: \$ 50,000
State: \$ 293,000

▶ **Contact**
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Problem Identification

The National Highway Traffic Safety Administration (NHTSA) 2003 Annual Assessment of Motor Vehicle Crashes indicates that the number of motorcycle fatalities increased consistently over the last six years. The NHTSA report also shows that motorcycle fatalities have increased 73 percent when compared to 1997 fatalities, and motorcycle fatalities accounted for 5 percent of the total traffic fatalities nationwide in that year. By 2003, the ratio of motorcycle fatalities per traffic fatalities had increased to 8.6 percent.

Research on motorcycle rider fatalities indicated that riders with little training or who were self-taught or learned from family or friends were more likely to be involved in serious crashes and fatalities. Formal motorcycle rider training was found to reduce both crash involvement and injury severity.

Goals and Objectives

The *Nevada Rider Motorcycle Safety Program* is committed to reducing fatalities on Nevada roadways through an effective, statewide training and education program that includes:

- Training for the novice rider as well as "skills" or refresher training for the experienced rider in urban and rural Nevada;
- Public education and information focused on alerting motorists sharing the road to the presence of motorcycles in the traffic mix;
- A quality assurance program specifically designed to ensure the highest standards for conducting training courses;
- Equipment such as trainer motorcycles provided to course managers;
- Instructors trained and assigned to conduct institutional and rural training courses; and
- Annual retraining for Nevada instructors.

Strategies and Activities

In 1990, the Nevada Department of Motor Vehicles and Public Safety and concerned motorcyclists presented a proposal establishing a statewide motorcycle training program to the Nevada Legislature.

The State Legislature enacted legislation providing \$6.00 per each motorcycle registration to fund the *Nevada Rider Motorcycle Training and Education Program*, with the provision that the Department of Motor Vehicles and Public Safety administer the program.

The Legislature also provided a provision allowing the *Nevada Rider Program* to charge up to \$100 per student registration. One of the legislation's driving purposes is to keep motorcycle training affordable for Nevada residents.

The *Nevada Rider Motorcycle Training and Education Program* implemented the following strategies and activities to achieve its goals:

- Partnered with the National Association of State Motorcycle Safety Administrators, the Motorcycle Safety Foundation, Department of Defense military installations in Nevada, the Community College System of Nevada, and local dealers to develop a comprehensive training and education program using the latest and most effective curricula available.
- Provides training for motorcycles equipped with sidecars and trikes.
- Conducts rural training, instructor training and retraining, and quality assurance of courses taught by independent contractors, vendors, and community colleges.
- Uses fees generated through motorcycle registration and student tuition, making the program completely self-sustaining.
- Features a standardized curriculum taught in the community colleges in the state's metropolitan areas and in a mobile classroom used for rural areas. The mobile classroom can move to a training site anywhere in the state in one day.
- Provides motorcycles and equipment to anyone who wants to attend, accommodating up to 12 students at one time.
- Conducts annual public information awareness campaigns using grant funds provided by the Nevada Department of Public Safety's Office of Traffic Safety. The campaign typically occurs in May and features billboard reminders posted all over the state and some television and radio ads when funding is available.

Results

From 1993 to 2004, the *Nevada Rider Motorcycle Safety Program* achieved the following results:

- Trained over 20,000 basic rider and experienced rider students
- Conducted training at over 21 sites statewide
- Established a state program that features recruiting and a certification program
- Received the Motorcycle Safety Foundation award for the Outstanding Rider Coach Trainer, Outstanding Media Campaign, and Outstanding Program in 1998 and 2001
- Received full Accreditation from the National Association of State Motorcycle Safety Administrators and the Motorcycle Safety Foundation